



MEDIA AND INFORMATION LITERACY (MIL)

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MEDIA LITERACY AND INFORMATION LITERACY



TOPIC OUTLINE:

Introduction to Media and Information Literacy

A. Definitions

1. Media Literacy
2. Information Literacy

B. Similarities and Differences of Media Literacy and Information Literacy (MIL11/12IMIL-IIIa-2)



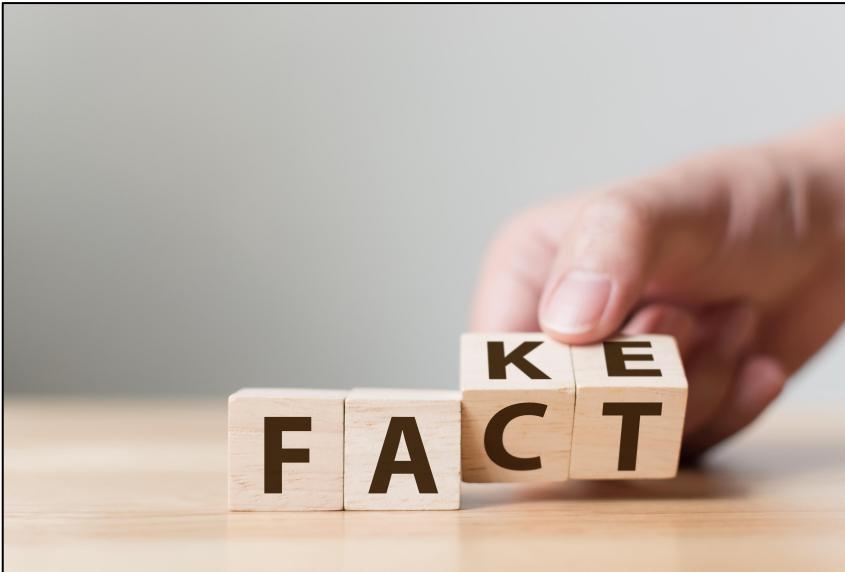
MEDIA LITERACY



MEDIA LITERACY

- is the ability to act, access, analyze & evaluate, create, and reflect using all forms of communication tools.

IN ANALYZING & EVALUATING MEDIA



IN CREATING MEDIA





MEDIA LITERACY

- **is a 21st century advent to education. Many educationists have determined that media literacy is an effective and engaging way to employ critical thinking skills.**

- MEDIA LITERACY -

It refers to the ability of user and consumer of media to:

- **Act** that comes with thinking which media you should use in getting an information regardless of your social status
- **Access** the available media in order to consume information
- **Analyze & evaluate** which media is the right to use for looking an information you needed
- **Create** media content that aims to inform a wide range of audience with nothing but the truth
- **Reflect** how media can give you correct or incorrect information



INFORMATION LITERACY



INFORMATION LITERACY

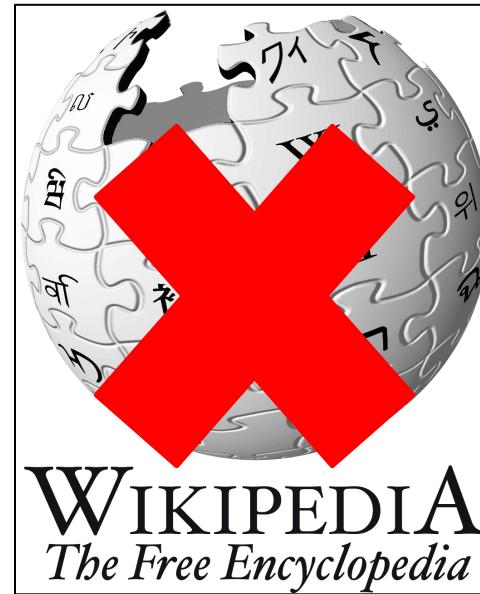
- **this term emerged since the beginning of the 21st century because of the internet that serves as a gateway or sources for information.**



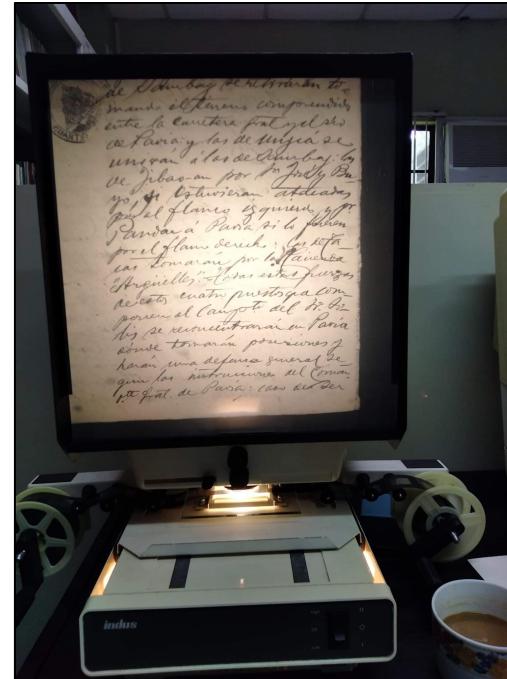
INFORMATION LITERACY

- is a set of skills requiring people to recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information.

IN LOCATING AN INFORMATION FOR A RELATED LITERATURE



IN LOCATING A PRIMARY SOURCES ABOUT PHILIPPINE REVOLUTION DURING SPANISH PERIOD



IN LOCATING A BOOK AT THE LIBRARY



It comes first by knowing each sections of the library:

- 1. GENERAL REFERENCE OR REFERENCE SECTION.**
General encyclopedic works including dictionaries, almanacs, atlases, directories, handbooks, manuals, indexes and abstracts, etc.

IN LOCATING A BOOK AT THE LIBRARY



It comes first by knowing each sections of the library:

2. PERIODICAL SECTION. All local and foreign journals, magazines, newspapers, government publications and other forms of serial publication, vertical files such as pamphlets, brochures and newspaper clippings.

IN LOCATING A BOOK AT THE LIBRARY



It comes first by knowing each sections of the library:

3. CIRCULATION SECTION. Books on Philosophy, Religion, Sociology, Language, Arts, Pure Science, Applied Science, Literature, History, and Geography.

IN LOCATING A BOOK AT THE LIBRARY



It comes first by knowing each sections of the library:

4. FILIPINIANA SECTION. Books published within the Philippines and written about the Philippines, its history, people, government, and culture.

IN LOCATING A BOOK AT THE LIBRARY

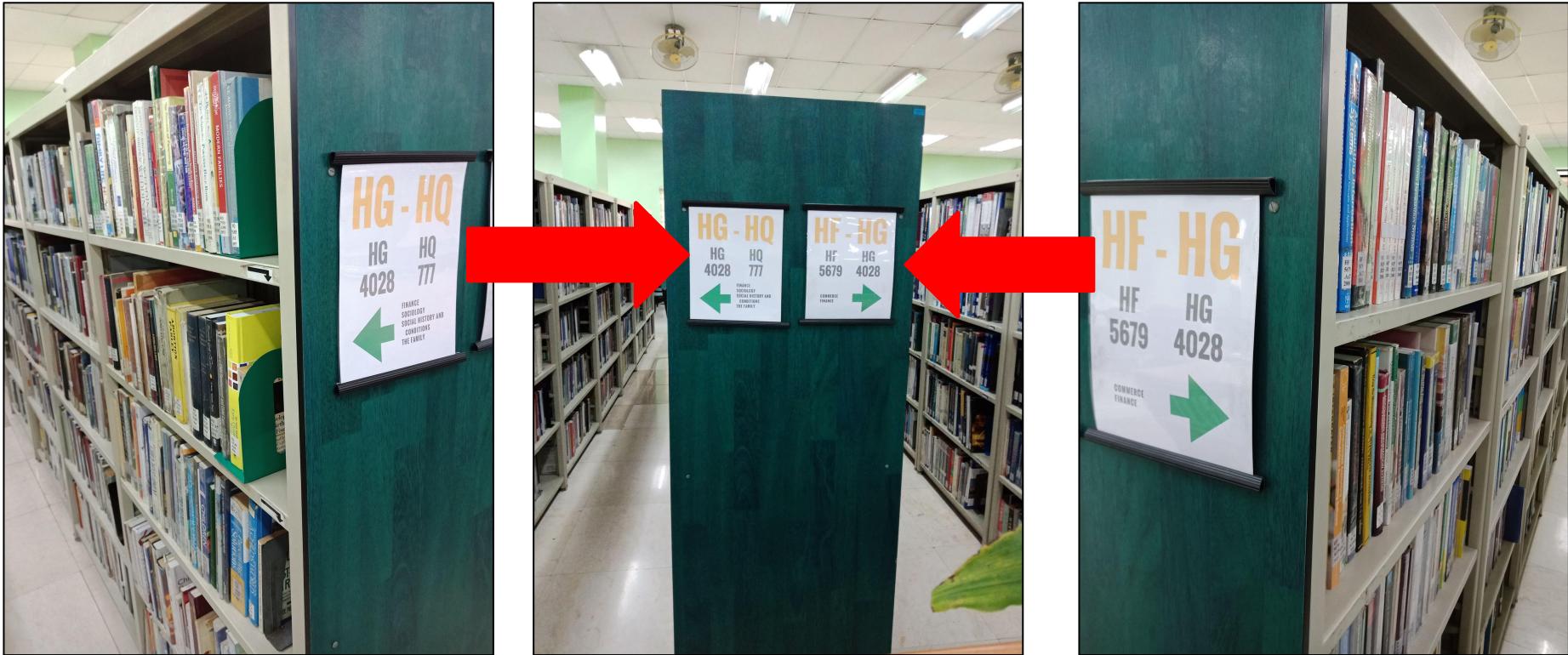


Online Public Access Catalog (OPAC)

- OPAC is a library acronym for "Online Public Access Catalog." When the library staff use the term, they mean the Libraries' Catalog.



IN LOCATING A BOOK AT THE LIBRARY



IN EVALUATING AN INFORMATION



Nowadays, information comes to people in unfiltered formats, **raising questions about its authenticity, validity, and reliability** is a good practice in applying the skills needed by the information literacy that is why evaluating the information first rather than simply consuming it, is crucial.

IN EVALUATING AN INFORMATION



RELEVANCY

Is the information relevant to the question at hand? Am I on the right track?

APPROPRIATENESS

Is the information suitable to my age and core values?

DETAIL

How much information do I need? Is the depth of coverage adequate?

CURRENCY

When was the information published or last updated?

AUTHORITY

Who is the author of the information?
What are his or her qualifications?

BIAS

Why was this information written? Was it written to inform me, persuade me, entertain me, or sell me something?

IN USING AN INFORMATION ABOUT WHAT TO DO DURING AN EARTHQUAKE



How I'm going to use this information effectively
about things to do during an earthquake?



THINGS TO REMEMBER:

1. DO NOT PANIC. STAY CALM.
2. BE ALERT AND KEEP YOUR EYES OPEN
3. STAY AWAY FROM BUILDING WALLS
4. TRIANGLE OF LIFE

IF YOU ARE...

INDOORS

DROP COVER HOLD

OUTDOORS

MOVE TO AN OPEN AREA
IN A MOVING VEHICLE

STOP AND STAY IN THE CAR

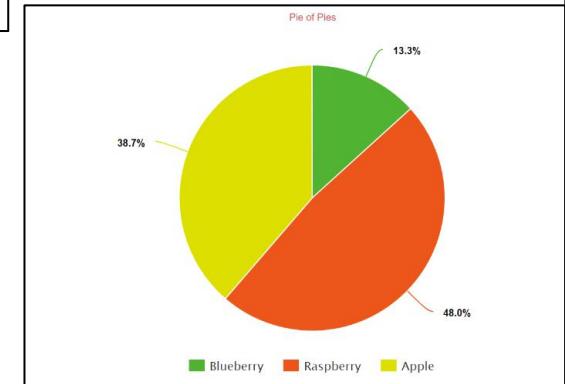
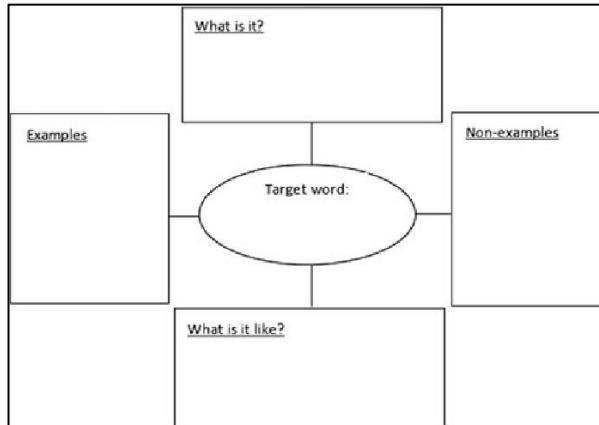
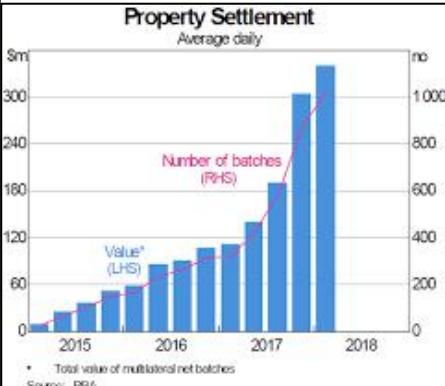
D U R I N G

WHENINMANILA.COM

IN USING AN INFORMATION BASE UPON THE DATA I GATHERED



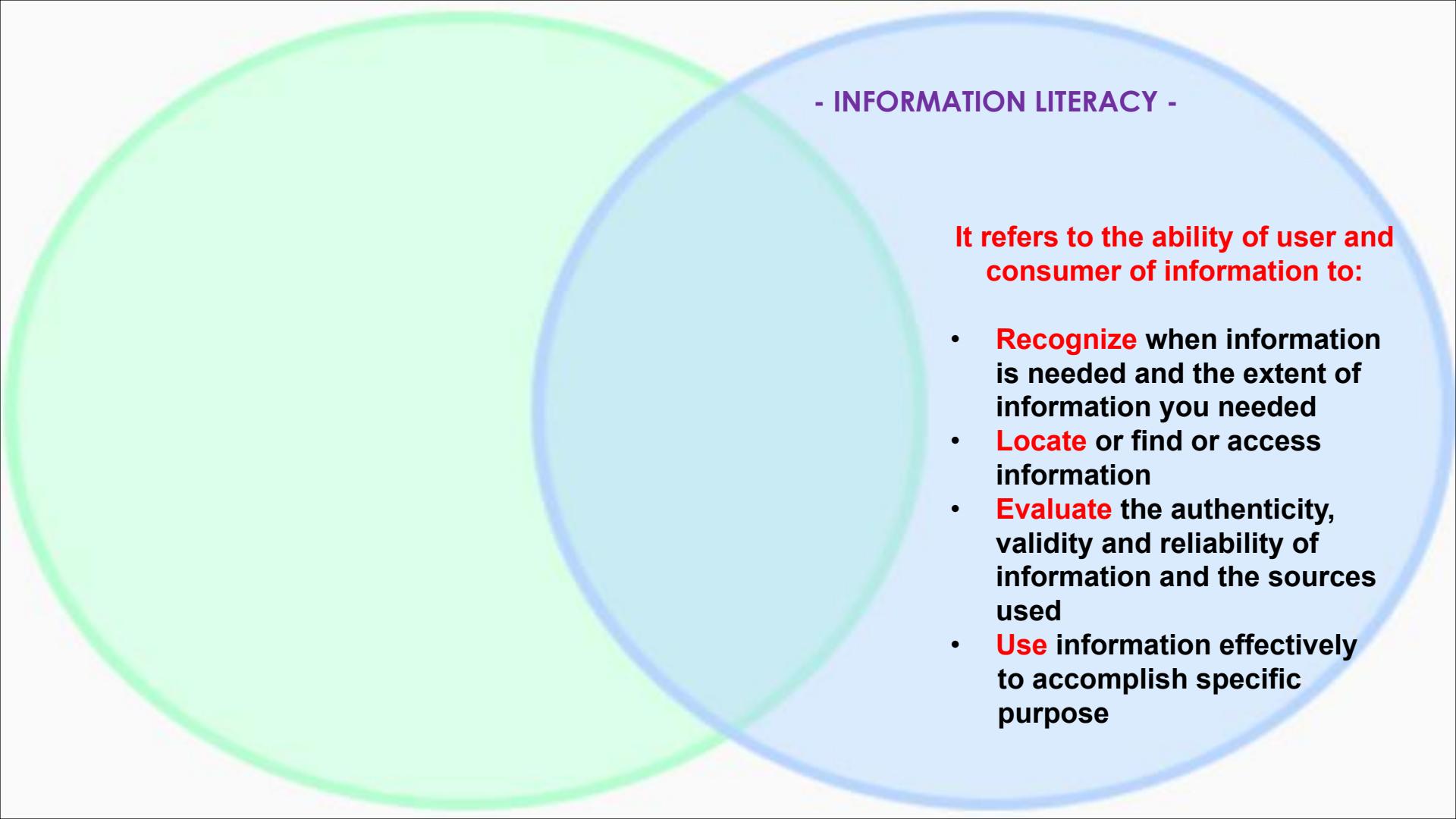
Year	Item of Expenditure				
	Salary	Fuel and Transport	Bonus	Interest on Loans	Taxes
1998	288	98	3.00	23.4	83
1999	342	112	2.52	32.5	108
2000	324	101	3.84	41.6	74
2001	336	133	3.68	36.4	88
2002	420	142	3.96	49.4	98



IN USING AN INFORMATION IS IT OKAY TO JUST SIMPLY COPY OR PASTE IT?



Now, let's take a look on how
students understand “plagiarism”



- INFORMATION LITERACY -

It refers to the ability of user and consumer of information to:

- **Recognize** when information is needed and the extent of information you needed
- **Locate** or find or access information
- **Evaluate** the authenticity, validity and reliability of information and the sources used
- **Use** information effectively to accomplish specific purpose



**THEREFORE, WHAT
IS MEDIA AND
INFORMATION
LITERACY?**

ARTICLE 19 OF THE UNIVERSAL DECLARATION OF HUMAN RIGHTS



“Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media...”

MEDIA AND INFORMATION LITERACY



- the essential skills and competencies that allow individuals to engage with media and other information providers effectively, as well as develop critical thinking and life-long learning skills to socialize and become active citizens.



SIMILARITIES AND DIFFERENCES

WRITTEN ASSESSMENT



**Find the similarities and
the differences of the two
key concepts that we had
discussed using a
venn diagram.**

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- _____
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- _____
- _____
- _____

MEDIA AND INFORMATION LITERACY

- _____

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- MEDIA AND INFORMATION LITERACY -

these are the essential skills and competencies that hone and mold individuals to be a responsible user and competent producer of media and information of this country

- MEDIA LITERACY -

It refers to the ability of user and consumer of media to:

- **Act that comes with thinking**

which media you should use in getting an information

media in order to consume

media that you need

analyze & evaluate which

media is the right to use

looking an information you needed

Overall, it promotes ability to think critically both in using media and consuming an information in this day of information age

- INFORMATION LITERACY -

It refers to the ability of user and consumer of information to:

- **Analyze & evaluate which**

information you need

evaluate the authenticity,

validity and reliability of

information and the sources used

- **Use information effectively**

to accomplish specific purpose

- MEDIA AND INFORMATION LITERACY -

and information of this country

REFERENCES:

- **Media and Information Literacy Curriculum Guide**
- **Media and Information Literacy by Teodoro F. Revano, Jr.**
- **Google Images**